



# Station Order Revised Warren for Senate 2012

**Market:** Boston

Estimate ID

**Flight Dates:** Monday, August 13, 2012 to Sunday, August 19, 2012

11585

**Contact:** Charlie Shiebler

**Phone:** 617-725-0777

**Email:** Cshiebler@whdh.com

**Fax:** 617-248-9553

**Direct:**

## WHDH-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Aug 13	Aug 14	Aug 15	Aug 16	Aug 17	Aug 18	Aug 19	
WHDH 5a News 5:00 AM 5:30 AM	EM	M-F 30	\$400.00 <b>\$800.00</b>	1		1					2
WHDH 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$400.00 <b>\$2,000.00</b>	1	1	1	1	1			5
WHDH 6a News 6:00 AM 6:30 AM	EM	M-F 30	\$1,000.00 <b>\$5,000.00</b>	1	1	1	1	1			5
WHDH 6:30a News 6:30 AM 7:00 AM	EM	M-F 30	\$1,000.00 <b>\$5,000.00</b>	1	1	1	1	1			5
Today Show 7:00 AM 8:00 AM	EM	M-F 30	\$1,500.00 <b>\$15,000.00</b>	2	2	2	2	2			10
Today Show 8:00 AM 9:00 AM	EM	M-F 30	\$1,500.00 <b>\$7,500.00</b>	1	1	1	1	1			5
Saturday Today 7:00 AM 9:00 AM	EM	Sa 30	\$750.00 <b>\$1,500.00</b>						2		2
Saturday 9a News 9:00 AM 10:00 AM	EM	Sa 30	\$900.00 <b>\$900.00</b>						1		1
Sunday Today 8:00 AM 9:00 AM	EM	Su 30	\$750.00 <b>\$750.00</b>							1	1
WHDH 9a News 9:00 AM 9:30 AM	DT	M-F 30	\$500.00 <b>\$500.00</b>				1				1
WHDH 9:30a News 9:30 AM 10:00 AM	DT	M-F 30	\$500.00 <b>\$500.00</b>		1						1
Today II 10:00 AM 11:00 AM	DT	M-F 30	\$400.00 <b>\$1,200.00</b>	1		1		1			3

Rachael Beale

### Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/8/2012 1:40:35 PM

WHDH-TV

Page 1 of 3

rachael@mediastrategies.com



# Station Order Revised Warren for Senate 2012

**Market:** Boston

**Estimate ID**

**Flight Dates:** Monday, August 13, 2012 to Sunday, August 19, 2012

**11585**

**Contact:** Charlie Shiebler

**Phone:** 617-725-0777

**Email:** Cshiebler@whdh.com

**Fax:** 617-248-9553

**Direct:**

## WHDH-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Aug 13	Aug 14	Aug 15	Aug 16	Aug 17	Aug 18	Aug 19	
WHDH 12:30p News 12:30 PM 1:00 PM	DT	M-F 30	\$400.00 <b>\$400.00</b>				1				1
Days of Our Lives 1:00 PM 2:00 PM	DT	M-F 30	\$400.00 <b>\$400.00</b>					1			1
The Doctors 2:00 PM 3:00 PM	DT	M-F 30	\$400.00 <b>\$400.00</b>			1					1
Family Feud 3:00 PM 4:00 PM	EF	M-F 30	\$400.00 <b>\$2,000.00</b>	1	1	1	1	1			5
WHDH 4p News 4:00 PM 4:30 PM	EN	M-F 30	\$500.00 <b>\$2,500.00</b>	1	1	1	1	1			5
WHDH 4:30p News 4:30 PM 5:00 PM	EN	M-F 30	\$600.00 <b>\$3,000.00</b>	1	1	1	1	1			5
WHDH 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$850.00 <b>\$4,250.00</b>	1	1	1	1	1			5
WHDH 5:30p News 5:30 PM 6:00 PM	EN	M-F 30	\$1,000.00 <b>\$5,000.00</b>	1	1	1	1	1			5
WHDH 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$1,500.00 <b>\$7,500.00</b>	1	1	1	1	1			5
Saturday 6p News 6:00 PM 6:30 PM	EN	Sa 30	\$1,200.00 <b>\$1,200.00</b>						1		1
Sunday 6p News 6:00 PM 6:30 PM	EN	Su 30	\$1,200.00 <b>\$1,200.00</b>							1	1
America's Talent 8:00 PM 10:00 PM	PT	Tu 30	\$9,000.00 <b>\$9,000.00</b>		1						1

Rachael Beale

### Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/8/2012 1:40:36 PM

WHDH-TV

Page 2 of 3

rachael@mediastrategies.com



# Station Order Revised Warren for Senate 2012

**Market:** Boston

**Estimate ID**

**Flight Dates:** Monday, August 13, 2012 to Sunday, August 19, 2012

11585

**Contact:** Charlie Shiebler

**Phone:** 617-725-0777

**Email:** Cshiebler@whdh.com

**Fax:** 617-248-9553

**Direct:**

## WHDH-TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Aug 13	Aug 14	Aug 15	Aug 16	Aug 17	Aug 18	Aug 19	
Saving Hope	PT	Th		\$4,000.00				1				1
9:00 PM 10:00 PM		30		\$4,000.00								
Dateline	PT	F		\$2,500.00					1			1
10:00 PM 11:00 PM		30		\$2,500.00								
Dateline	PT	Su		\$4,000.00							1	1
7:00 PM 8:00 PM		30		\$4,000.00								
WHDH 11p News	LN	M-F		\$1,500.00	2	2	2	2	2			10
11:00 PM 11:35 PM		30		\$15,000.00								
Saturday 11p News	LN	Sa		\$1,500.00						1		1
11:00 PM 11:30 PM		30		\$1,500.00								
Sunday 11p News	LN	Su		\$1,500.00							1	1
11:00 PM 11:30 PM		30		\$1,500.00								
Tonight Show	LF	M-F		\$1,200.00	1	1	1	1	1			5
11:35 PM 12:35 AM		30		\$6,000.00								
<b>Station Gross Totals</b>				<b>\$112,000.00</b>	<b>17</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>5</b>	<b>4</b>	<b>97</b>

Rachael Beale

### Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastrategies.com

Date/Time Sent: 8/8/2012 1:40:36 PM

WHDH-TV

Page 3 of 3